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PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application:	10/663,718	Examiner:	Unknown
Filed:	09/17/2003	Art Unit:	3622
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533876
Title:	<b>SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING SYSTEM</b>		

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

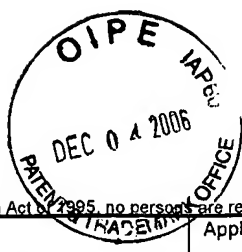
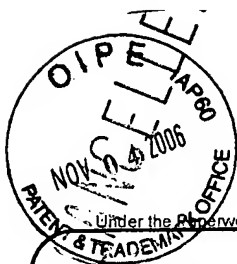
The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

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PTO/SB/21 (09-04)

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Total Number of Pages in This Submission

Application Number	10/663,718
Filing Date	09/17/2003
First Named Inventor	Hunter, et al.
Art Unit	3622
Examiner Name	Unknown
Attorney Docket Number	0108020-0533876

**ENCLOSURES (Check all that apply)**

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|---|---|--|
- Remarks  
Pursuant to 37 CFR 1.97(b)(3), no IDS fee is believed due

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	Frost Brown Todd LLC		
Signature			
Printed name	Andrew B. Ulmer		
Date	11/29/06	Reg. No.	57,003

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# **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Complete if Known

Application Number	10/663,718
Filing Date	09/17/2003
First Inventor	Hunter
Art Unit	3622
Examiner Name	Unknown
Attorney Docket No.	0108020-0533876

## **U.S. PATENT DOCUMENTS**

Examiner Initials*	Document Number Number - Kind Code <sup>2</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
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Signature

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	US 6,186,893	02-2001	Walker, et al.	
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Examiner Initials*	Foreign Patent Document Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T <sup>6</sup>
	AU 48849 90 A	08-1990	Yokom		
	CA 2371293A	11-2000	Hunter		

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	CH 686 750 A5	06-1996	Genhart		
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	GB 2346247	08-2000	Boulton		
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	WO 01/65531	09-2001	Moore		

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	EPO Search Report, dated 03/05/2006 for PCT Application No. PCT/US00/11022	
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	Office Action dated 05/05/2006 for U.S. Application Serial No. 09/465,730, filed 05/17/2000	
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	English translation of Abstract for JP Patent No. 9,006,849 published 01/10/1997	
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	Office Action dated 09/06/2006 for U.S. Application Serial No. 10/133,733, filed 04/29/2002	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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<sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

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<sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

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